

WELCOME TO TRAVEL PENTICTON'S DIGITAL TOOLKIT

MODULE 2: STORYTELLING ON SOCIAL MEDIA





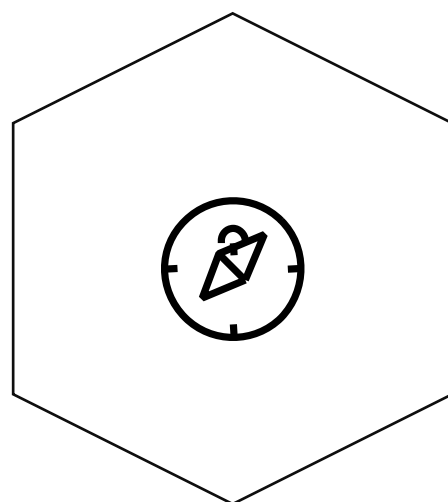
YOUR CONTENT RECIPE



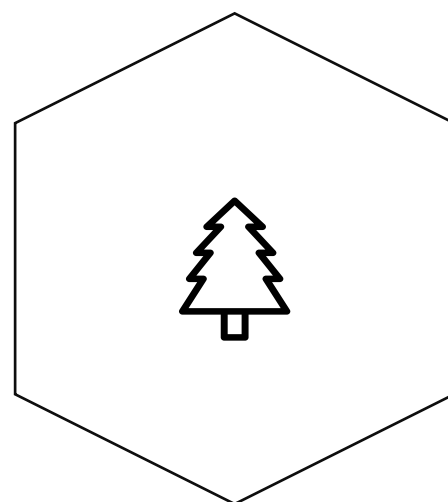
PEOPLE



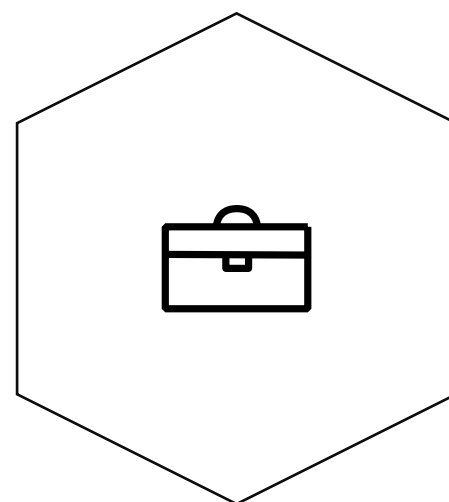
PRODUCT



COMMUNITY



EXPERIENCES



EDUCATION



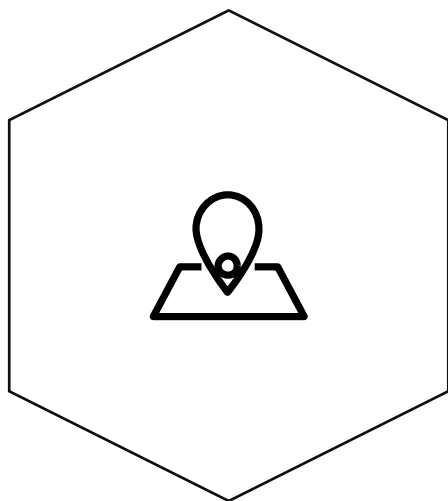


UTILITY CAN BE:
SNOW CAMS
LAKE CONDITIONS
WEATHER REPORTS
GUIDES & LOCAL ADVICE
NEWS & UPDATES





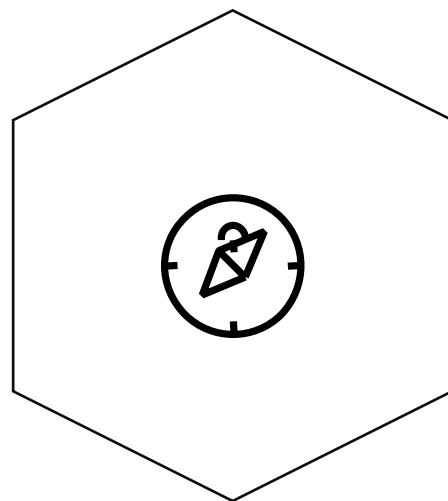
YOUR CONTENT RECIPE



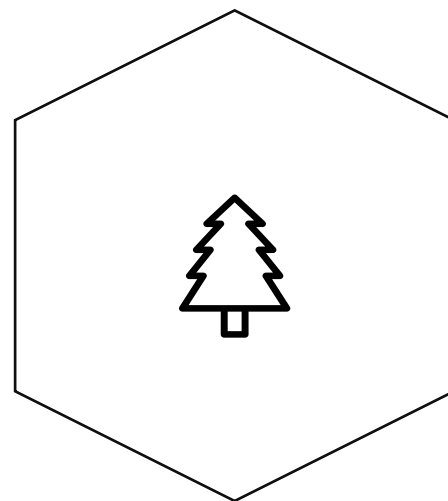
PEOPLE



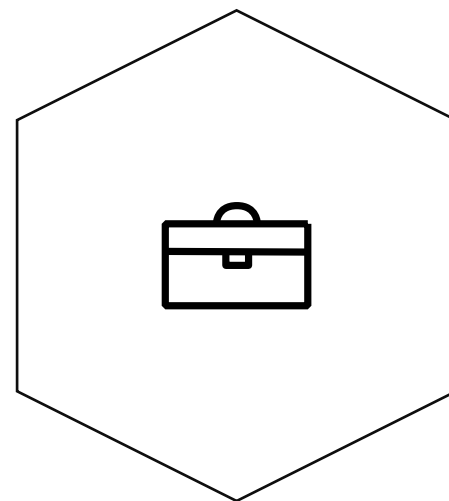
PRODUCT



COMMUNITY

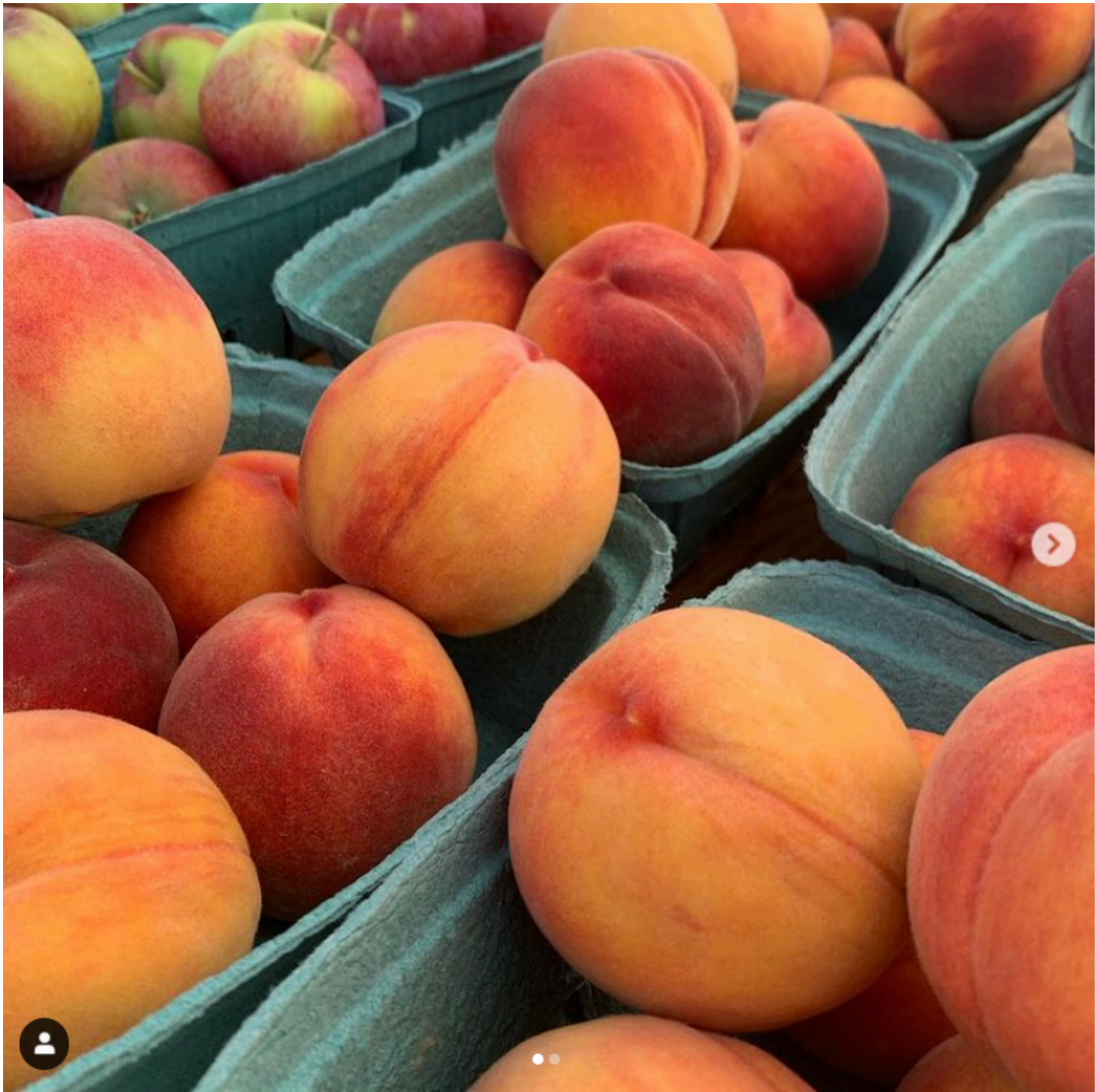



EXPERIENCES




EDUCATION



PRODUCT



 **pentictonfarmersmark** • [Follow](#) ...
Penticton Farmers Market

 **pentictonfarmersmarket** Peaches are ready!



24w

 **jaysee37** Mmmmmm yummy wish you could deliver to Alberta.....I love and miss the peaches 


24w Reply

 **narinderh71** 🍌 

24w Reply

 **juliannes_kitchen** Just picked mine up - perfection! 


 Liked by **pentictonramada** and **93 others**

AUGUST 1, 2020

Add a comment... [Post](#)

PEOPLE






slackwaterbrewing • Follow

Slackwater Brewing


...




slackwaterbrewing TEAM BREW

getting ready for a big canning day with our amigos at @mile37canning - restocking some of your favourites;

WHAT THE FOG? NE IPA
IDLEBACK AMBER ALE
ANGLER'S TALE WEST COAST PALE



11w










slackwaterbrewing #bccraftbeer


#canningday #freshbeer
#penticton #okanagan
#craftbeer

11w Reply

blech.brut Yesh Dater






 Liked by blech.brut and 108 others

NOVEMBER 5, 2020


Add a comment...


Post








EXPERIENCE




 **fitzwine** • [Follow](#)
Fitzpatrick Family Vineyards

 **fitzwine** We are counting down the days till we can enjoy bubbles on the patio 🍷
Starting May 18, we will be serving cheese and charcuterie platters with full bar service on the weekend, and Friday, June 7 the Bistro will open for the season!
We can't wait to welcome you all to Fitz this summer!
[#fitzwine](#) [#whywaittocelebrate](#)
90w

 **fitzwine** [#bcwine](#) [#enjoybcwine](#) [#patioseason](#) [#eatlocal](#) [#drinklocal](#) [#fitzbistro](#) [#bcwinemonth](#) [#roseallday](#) [#snarklinawine](#) [@bottleneckdrive](#)


 Liked by **stablehousebistro** and **157 others**


APRIL 25, 2019


Add a comment... [Post](#)






COMMUNITY





**visitpenticton** • [Follow](#)
Penticton, British Columbia

**visitpenticton** The annual Penticton Santa Clause Parade is this Saturday December 7th, starting at 4:30pm! Staring at the 500 block of Main St and travelling towards Lakeshore Drive.

Grab a lawn chair, your ugly Christmas sweater, a cup of hot chocolate and enjoy the festive





Liked by **cannabis_cottage** and **213 others**

DECEMBER 6, 2019

Add a comment...

Post

EDUCATION





visitpenticton • Follow
Vaseux Lake Provincial Park

...



visitpenticton The Okanagan Valley is heating up! ☀️ It's not long until we are back on the water!

.

Did you know that Penticton is one of two cities in the world that are located between two lakes?

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 @scottcbakken .

.

#explorebc #explorecanada
#visitpenticton #okanagan #kayak
#mypenticton #outdoors #penticton
#pentictonbc #pnw

96w





 Liked by **tourismsquamish** and **194 others**

MARCH 18, 2019

Add a comment...

Post

CONTENT CREATION TIPS



WHAT'S THE STORY?



IS IT CLEAR?



IS IT CLEAN?



IS IT PENTICTON?

DAILY *Special*

